**SVAD** means “taste” and also stands for **Sittilingi Valley Agricultural Diversity**, which sums up our core philosophy.

SVAD products are available in retail stores at:

- Sreevatsa Organic, Coimbatore [944321933]
- Arya Organic Foods, Coimbatore [9894011088]
- Mr. Murali, Mylapore, Chennai [9380691203]
- ReStore, Adayar, Chennai [988449566]
- Alter media, Trichur, [0487 - 242974]
- Elements, Kozhikode, [0495 - 2765783]
- Avani Organic, Bangalore [9035655125]

For large orders you can

Phone: 04346 299025, 9843096854
email: svad.organic@gmail.com
Contact Murugan or Manjunathan

You can get products, well-packed, by lorry parcel service. Payment can be made by direct bank transfer or by Demand Draft.

more details on our website

[www.tribalhealth.org](http://www.tribalhealth.org)

**List of Products**

- rice [red]
- ragi
- ragi powder
- foxtail millet
- millet mix
- bajra powder
- little millet [samai]
- bengal gram
- black gram
- horse gram
- groundnut
- coconut oil
- jaggery
- coriander powder
- turmeric powder

*All products grown in our fields, Availability varies by season*
In 1993, a doctor couple started the Tribal Health Initiative [THI] in the remote valley of Sittilingi in Dharmapuri Dist. Tamil Nadu. After ten years of successful community health work, the team decided to expand their impact by examining the factors that influence health. When the villagers repeatedly voiced their farming troubles, THI formed the Tribal Farming Initiative [TFI] to address the community’s pleas for support with their primary income source. Pressure from external forces had tempted the farmers to convert their fields to cash crops, but instead of increased profits, they found themselves overwhelmed by debt. Since 2005, TFI has been encouraging the tribal farmers to return to their roots of organic practices, bringing in experts to teach the farmers more effective growing methods, water conservation, and the use of organic fertilisers.

The farmers have now come together to form a registered Society called SOFA [Sittilingi Organic Farmers Association], through which this work is coordinated.

For you, it is no longer necessary to be infusing your family with harmful pesticides and genetically modified foods that are against the natural order of the things. Research has proven that eating naturally grown food is a very powerful deterrent to disease and helps to maintain your vitality.

By buying SVAD products, you are helping our people regain their quiet dignity and their self-sufficiency in farming. It also helps to preserve the purity of their land, water and environment. In the bargain, you are building a firewall against ill health by harnessing Nature’s power.

Please see back cover for purchasing information

For more details contact:
Sittilingi Organic Farmers Assn.
c/o Tribal Farming Initiative
Sittilingi, Dharmapuri
Tamil Nadu - 636906
email: svad@tribalhealth.org

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TRIBAL HEALTH INITIATIVE